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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/808,490	03/14/2001	Brian F. Monahan	2001-1	3622

7590 10/24/2006
Thomas J. Monahan
40 Bennett's Ridge Road
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EXAMINER

LOFTIS, JOHNNA RONEE

ART UNIT	PAPER NUMBER
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3623

DATE MAILED: 10/24/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No. 09/808,490	Applicant(s) MONAHAN, BRIAN F.	
	Examiner Johnna R. Loftis	Art Unit 3623	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 31 July 2006.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-15 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-15 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. The following is a final office action upon examination of application number 09/808,490. Claims 1-15 are pending and have been examined on the merits discussed below.

Response to Arguments

2. Applicant's arguments filed 7/31/06 have been fully considered but they are not persuasive. Applicant argues claims as amended. As amended, the claims recite selecting at least two marketing communications activities. As reflected in the new rejections under 35 USC 112, 1st paragraph, below, Examiner asserts there is no support in the specification for this amendment. Examiner notes that although there is a selection of two marketing activities, the claims are directed to collecting and analyzing performance data of a singular marketing communications activity. Therefore, as Examiner understands, a business enterprise carries out at least two different types of marketing communications, but only collects and analyzes performance data for each type of marketing communications activity, one at a time. New rejections to the claims follow.

Claim Rejections - 35 USC § 112

3. The following is a quotation of the first paragraph of 35 U.S.C. 112:

The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.
4. Claims 1-15 rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the written description requirement. The claim(s) contains subject matter which was not described

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in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention. Specifically, claims 1, 13 and 14 have been amended to include selecting at least two marketing communications activities. In turning the specification, there is no support for this amendment to the claims. The specification lists several marketing communication efforts, but does not disclose selecting two or more to process marketing communications activity.

Claim Rejections - 35 USC § 103

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

6. Claims 1-15 are rejected under 35 U.S.C. 103(a) as being unpatentable over d'Eon, US 6,006,197 in view of Koepfel, US 6,477,575, further in view of Cannon, US 6,286,005.

As per **claim 1**, d'Eon teaches means for selecting marketing communications activity (column 2, lines 45-55); means for collecting performance data of the selected marketing communications activity (column 4, lines 23-34 – the advertisement activity is collected); means for processing the marketing communications activity performance data (column 6, lines 16-67 – the data collected is correlated into tables to show the number of impressions associated with each advertisement to indicate effectiveness); means for evaluating processed performance data of all marketing communications activity (column 6, lines 44-67 – data is correlated into tables to show effectiveness of the advertisement), but does not explicitly teach means for reacting

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concurrently with said evaluating by modifying if necessary ongoing marketing communications activity. However, Koeppel et al teaches a dynamic web-based market analysis system wherein analysis is performed on rendered content including web-based marketing or advertising and automatic content modifications are made to test effectiveness of the modified content (column 5, lines 34-49, column 6, lines 65-67, column 7, lines 1-3 and 60-65). The content presented in the web page is updated on a real-time and automatic basis. Since d'Eon teaches assessing the effectiveness of Internet advertisements to more efficiently allocate Internet advertising resources, it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate Koeppel et al's real-time analysis of the effectiveness of web advertisements to modify the marketing activity if needed. The incorporation of the real-time updating would ensure the most effective advertising or marketing material is being used.

In addition, while the combination of d'Eon and Koeppel teaches gathering performance information regarding internet marketing performance, the combination does not explicitly teach a business enterprise selecting at least two marketing communications activities selected from the group of: magazine, newspaper, radio, television and website. However, based on Cannon (column 6, lines 1-14), it is old and well known to gather and analyze other types of advertising media such as television, magazines and newspapers to determine effectiveness. It would have been obvious to one of ordinary skill in the art at the time of the invention that a business would carry out more than one type of advertising/marketing communications and would gather and analyze performance data for each type of marketing communications to gain useful information to make advertising efforts more effective.

As per **claim 2**, d'Eon teaches evaluating the processed performance data of marketing communications activity comprises evaluation relative to the expected contribution of marketing communications to the business objectives of the business enterprise (column 7, lines 7-14 – columns are displayed showing average revenue generated from each advertisement).

As per **claim 3**, d'Eon teaches the marketing communications activity comprises functions and associated financial costs thereof comprising printed or electromagnetic-based media (column 3, lines 7-16 – advertising cost information is included in the evaluation of the advertising).

As per **claim 4**, d'Eon teaches the processing of marketing communications activity data further comprises historical performance data (column 4, lines 23-34 and column 5, lines 35-67 – the performance data of the advertisement is collected through tracking).

As per **claim 5**, d'Eon teaches the media comprises the Internet (column 4, lines 23-34 – the system collects information on Internet advertising through the World Wide Web).

As per **claim 6**, d'Eon teaches the marketing communications activity data is collected by manual, electronic or telephonic monitoring means (column 4, lines 23-34 – the data is collected electronically - the system collects information on Internet advertising through the World Wide Web

As per **claim 7**, d'Eon teaches the data processing integrates varied data sources and comprises a reporting interface means (column 6, lines 44-55 – the resulting outcome is output via, e.g., the monitor, printer or some other output device).

As per **claim 8**, d'Eon teaches the data sources comprise media contracts, media delivery information, survey information, call center volume, store foot traffic, sales scanner data, focus

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group responses or web site traffic or combination thereof (column 4, lines 24-34 – collects web site traffic).

As per **claim 9**, d'Eon teaches the data is maintained in a centralized database, multiple databases, or combination thereof (column 4, lines 24-34 – the tracking software collects the information and as shown in figure 1, it is stored in a computer database).

As per **claim 10**, d'Eon teaches the business objectives comprise customer acquisition, customer retention, branding, intellectual property acquisition, conversion, insight, development of international business relationships or customer bases, increased revenues, diversification of products or services, increased profits, personnel recruitment, or public relations or combination thereof (column 7, lines 7-14 – columns are displayed showing average revenue generated from each advertisement).

As per **claim 11**, d'Eon teaches the rapid response marketing system is maintained on an ongoing basis (column 4, lines 23-34 – each time the advertisement is clicked by a user, the tracking software collects information).

As per **claim 12**, d'Eon teaches the reacting to the evaluation of marketing communications activity involves no modification, or modification of marketing activity by increasing or decreasing some or all of marketing communications activities, deleting selected activities, adding new marketing activities, or altering the messaging of selected marketing communications activity (column 1, lines 45-55 – the overall goal of the d'Eon reference is to determine which advertising campaigns are effective therefore it is inherent to d'Eon that the evaluation data is used to determine if an advertising activity should be modified, deleted or if a new activity should be added).

As per **claim 13**, D'Eon teaches identifying the expected contribution of marketing communications to the business objectives of the business enterprise (column 7, lines 7-14 – columns are displayed showing average revenue generated from each advertisement); identifying industry marketing communications information, past and current marketing communications activities and history thereof, if any, of the business enterprise (column 6, lines 44-55 – each advertisement activity is associated with the number of impressions collected to determine effectiveness); selecting a means for monitoring the marketing tools on an ongoing basis (column 4, lines 23-34 – each time the advertisement is clicked by a user, the tracking software collects information); but does not explicitly teach selecting means for reacting concurrently with said evaluating of performance metrics wherein modification of the marketing communications may be done while marketing communications are ongoing. However, Koeppel et al teaches a dynamic web-based market analysis system wherein analysis is performed on rendered content including web-based marketing or advertising and automatic content modifications are made to test effectiveness of the modified content (column 5, lines 34-49, column 6, lines 65-67, column 7, lines 1-3 and 60-65). The content presented in the web page is updated on a real-time and automatic basis. Since d'Eon teaches assessing the effectiveness of Internet advertisements to more efficiently allocate Internet advertising resources, it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate Koeppel et al's real-time analysis of the effectiveness of web advertisements to modify the marketing activity if needed. The incorporation of the real-time updating would ensure the most effective advertising or marketing material is being used.

The combination of D'Eon and Koeppel et al teaches evaluating the effectiveness of an Internet marketing campaign to determine which advertising efforts are effective and also teaches the effectiveness of an advertisement is based on revenue. Although the combination does not explicitly teach identifying performance metrics of the marketing communications comprising a performance model or standards to measure accomplishment of the business objectives; identifying available interactive marketing tools; selecting a marketing communication strategy comprising selecting marketing tools of the business enterprise or available interactive marketing tools sufficient to accomplish the expected contribution of marketing communications to the business objectives of the business enterprise; selecting a means for evaluating on an ongoing basis the identified performance metrics, these are well known methods used in the art of evaluating marketing strategies. The combination doesn't explicitly teach metrics to evaluate accomplishment of business objectives, but it would have been obvious to set forth a metric or standard to strive for in order to make the determination of effectiveness less subjective. For example, if an advertisement doesn't generate a certain amount of revenue, it is cut. The combination also doesn't explicitly teach identifying available tools and selecting based on business objectives, since both are concerned with evaluating current advertising efforts and determining if they are effective it would have been obvious to identify other available advertisements to meet business objectives to use in the case that an ad was found to be ineffective, after all the overall goal of d'Eon is to find the most effective advertisement to generate the most revenue.

In addition, while the combination of d'Eon and Koeppel teaches gathering performance information regarding internet marketing performance, the combination does not explicitly teach

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a business enterprise selecting at least two marketing communications activities selected from the group of: magazine, newspaper, radio, television and website. However, based on Cannon (column 6, lines 1-14), it is old and well known to gather and analyze other types of advertising media such as television, magazines and newspapers to determine effectiveness. It would have been obvious to one of ordinary skill in the art at the time of the invention that a business would carry out more than one type of advertising/marketing communications and would gather and analyze performance data for each type of marketing communications to gain useful information to make advertising efforts more effective.

As per **claim 14**, d'Eon et al teaches selecting marketing communications activity (column 2, lines 45-55); collecting performance data of the selected marketing communications activity (column 4, lines 23-34 – the advertisement activity is collected); processing the marketing communications activity performance activity (column 6, lines 16-67 – the data collected is correlated into tables to show the number of impressions associated with each advertisement to indicate effectiveness); evaluating the processed performance data of all marketing communications activity (column 6, lines 44-67 – data is correlated into tables to show effectiveness of the advertisement), but does not explicitly teach reacting concurrently with said evaluation by modifying if necessary ongoing marketing communications activity.

However, Koeppel et al teaches a dynamic web-based market analysis system wherein analysis is performed on rendered content including web-based marketing or advertising and automatic content modifications are made to test effectiveness of the modified content (column 5, lines 34-49, column 6, lines 65-67, column 7, lines 1-3 and 60-65). The content presented in the web page is updated on a real-time and automatic basis. Since d'Eon teaches assessing the

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effectiveness of Internet advertisements to more efficiently allocate Internet advertising resources, it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate Koeppel et al's real-time analysis of the effectiveness of web advertisements to modify the marketing activity if needed. The incorporation of the real-time updating would ensure the most effective advertising or marketing material is being used.

In addition, while the combination of d'Eon and Koeppel teaches gathering performance information regarding internet marketing performance, the combination does not explicitly teach a business enterprise selecting at least two marketing communications activities selected from the group of: magazine, newspaper, radio, television and website. However, based on Cannon (column 6, lines 1-14), it is old and well known to gather and analyze other types of advertising media such as television, magazines and newspapers to determine effectiveness. It would have been obvious to one of ordinary skill in the art at the time of the invention that a business would carry out more than one type of advertising/marketing communications and would gather and analyze performance data for each type of marketing communications to gain useful information to make advertising efforts more effective.

As per **claim 15**, d'Eon teaches the evaluating of the performance data of marketing communications activity comprises evaluating relative to the expected contribution of marketing communications to the business objectives of the business enterprise (column 7, lines 7-14 – columns are displayed showing average revenue generated from each advertisement – the evaluation of the advertisement is based on the monetary contribution of the advertisement).

Conclusion

7. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

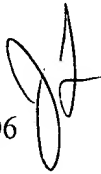
Any inquiry concerning this communication or earlier communications from the examiner should be directed to Johnna R. Loftis whose telephone number is 571-272-6736. The examiner can normally be reached on M-F 8am-4:30pm.

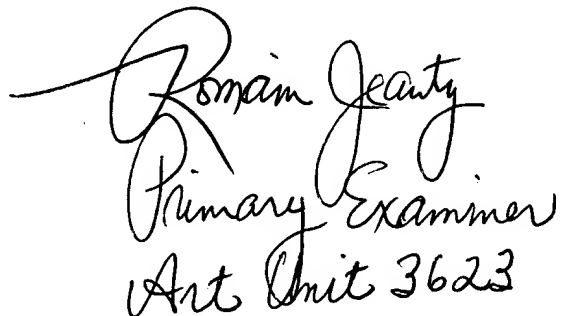
If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq Hafiz can be reached on 571-272-6729. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

JL
10/11/06




Romain Jeanty
Primary Examiner
Art Unit 3623